



## Policies, Guidelines, Procedures and Forms Library

**TITLE/NAME OF POLICY/GUIDELINE:** Advocacy Definition and Policy Guidelines

**Document Classification:** Guidelines

**Bylaw Supporting:** Article II, Objects; Article III, Policy

**Manual Location:**

**Committee Responsible:** Advocacy Committee

### Document control:

Original Document	Date: November 2014
First adopted by the ZI Board	Date: November 2014
Most recent review by the ZI B&RC	Date:
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Next review date	Date:
Related documentation (bylaws, procedure, process, guidelines)	Advocacy Definition and Policy

### **BACKGROUND:**

Bylaws of Zonta International, Articles II, state that advocacy is one of our two tools to improve the status of women. As provided in Article III, all levels of Zonta shall

- be nonpartisan and nonsectarian (definitions, see Glossary)
- follow policies established by the ZI Board when expressing themselves about, and becoming involved in, principles and public issues.

BYLAWS PROVISIONS and BOARD APPROVED POLICIES are binding at all levels of Zonta.

ADVOCACY DEFINITIONS AND POLICIES encourage advocacy actions, refer to international treaties and conventions, and encourage cooperation. They apply to ALL advocacy actions, also taken through electronic communication, including social media.

ADVOCACY POLICIES clarify the authority to take action at each level of Zonta and provide processes for certain initiatives.

Identifying important issues, and selecting relevant advocacy actions, is the responsibility of the ZI Board, districts and clubs respectively.

## **GUIDELINES:**

### **IMPORTANT ISSUES**

Empowering women worldwide is Zonta's mission.

We focus on women's issues according to CEDAW Articles 1-16.

Other issues are important for world development, such as armed conflicts and the environment. Such issues are addressed by Zonta only from a women's perspective.

Over the years, we have developed knowledge about women's issues. Keeping this in mind, we must focus only on issues within Zonta's mission and on which we DO have expertise, leaving issues outside Zonta's field of expertise to other experts.

Districts and clubs are encouraged to identify women's issues that are the most important in their part of the Zonta world, with a primary focus on issues included in Biennial Goals, adopted by Convention.

### **MESSAGES (STATEMENTS, LETTERS, PETITIONS etc.)**

Women's human rights are violated every day. However, Zonta cannot act on everything. To achieve that our voice is heard, and to contribute to sustainable improvements we must be selective in taking meaningful actions that can be evaluated.

- Messages shall address matters of general importance, not individual issues.
- Messages shall have a purpose and propose actions, not just express our emotions.
- Messages shall highlight problems that are not addressed by governments or responsible authorities.

### **RESULTS**

Results of major actions should be reported to Zonta International so that we can compile the global impact and learn from each other.